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## News from the Tobacco Prevention and Control Program

### Statewide contractor meeting – aren't you glad you went?

From the opening address by program manager Terry Reid on Wednesday morning to the final breakout sessions on Thursday, the statewide contractors meeting held at the Sea-Tac Marriott on March 27-28 received high ratings and favorable comments from nearly all involved.

This year's meeting provided a variety of learning opportunities from addresses by national authorities including secondhand smoke researcher, Jim Repace, and advocate for underserved communities, Robert Robinson; to breakout sessions about CATALYST, marketing the youth quit line, and tobacco prevention campaigns for youth.

An important moment in the conference was Secretary of Health Mary Selecky's announcement of activities the statewide tobacco program will undertake in the coming year with the additional \$8.75 million that will come its way as a result of the recent tobacco tax increase. Among the initiatives discussed were a statewide campaign to combat secondhand smoke, exploratory efforts to reduce smoking among young adults, the expansion of school programs for grades 5 to 9 to be in 95 percent of school districts, increased follow-up counseling and Nicotine Replacement Therapy for quit line users, and increased funding for tribal and county contractors.



Mary Selecky outlines state tobacco program plan to use budget increase.

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Two attendees received special recognition on the eves of their retirements for their contributions to tobacco prevention and control. Terry Lindquist, Superintendent of the Puget Sound Educational Service District was recognized for bringing education's perspective to tobacco prevention, and Meg Hagemann, from the Berrington-Kitsap County Health District was recognized for her wide-ranging and inclusive effort to create smoke-free environments.

A highlight of the two-day event was the poster display area containing visual presentations of information about special populations, and statewide, local, and non-profit activities.

The most frequently heard criticism of the meeting was that there was not enough time for contractors to meet and exchange ideas. We will work to provide more opportunities at next year's meeting. However, even those who made that criticism agreed that this was the most useful statewide tobacco meeting to date. Thanks to all of you who participated this year. We look forward to seeing you at next year's meeting and at the regional meetings in June.



Meg Hagemann speaks up at statewide contractors meeting.

### Regional meetings scheduled for June 6

The next regional contractor meetings will be held on June 6. The state tobacco prevention and control program will again take advantage of teleconferencing technology to present information of general interest and allow for statewide discussion of shared concerns while setting aside a block of time for regional sharing and discussion. We will share the agenda and the locations of meeting sites with you via email and this newsletter in the near future.

For further information contact Marie Hruban at (360) 236-3730 or email [Marie.Hruban@doh.wa.gov](mailto:Marie.Hruban@doh.wa.gov)

### Regional youth events planned for the summer

DOH will sponsor regional youth events this summer in Pierce, Spokane, and Skagit counties to provide young activists with training they can use to combat tobacco use in their communities.

The one-and-a-half day regional youth events will take place in July and August. We have not yet chosen sites or dates, but they will be published in this newsletter when they have been set.

This activity is an option in contractor work plans, so if you are interested in taking youth to one of them, consider adding it to your work plan. There will be no registration fee for the events, but contractors are expected to provide transportation for youth who attend.

The regional youth events are being coordinated through the statewide tobacco program's Resource Center whose services are provided by the Center for Health Training. Center staff surveyed those who work with youth groups to determine their interest in hosting an event in their area. Sites were chosen based on the answers from the surveys. Each event has a separate planning group consisting of local teens and adults from the county and surrounding areas. All planning groups are seeking additional participants.

About 20-30 youth who attend the regional events will have a chance to present what they learn at the regional meetings at the Prevention Summit in Yakima on October 24-26. They will prepare for the Summit by participating in a train-the-trainer weekend in early October.

For further information contact Carla Huyck at 360-236-3678 or [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov)

### New and improved quit line promotional materials are on the way

We are fast approaching a new fiscal year and with a new year should come a new look! In the case of quit line materials, the new look will match the red, white and black magnet you all received in your coffee mugs at the statewide contractors meeting. We will make other changes in materials as well:

- We will redesign the quit line poster, and discontinue the large-sized version (14" X 22"). There are plenty of posters left in the warehouse, so order up!
- We will discontinue printing the statement inserts, otherwise known as "payroll stuffers." Instead, we will produce a specialized marketing piece to take their place.
- We will eliminate the healthcare provider brochure entitled, "Time-Saving Referral Source." There are many remaining in stock, so if you are interested in these please order quickly. We have developed a "Quit Line Tip Sheet" for healthcare providers to take the place of the brochure.
- Yes, we are currently out of the brochure for smokers entitled, "Free Help for Tobacco Users." We are in the process of redesigning this piece.
- Lastly, we will be redesigning the quit line wallet cards. There are thousands of the "old" ones still in supply at the warehouse!

We anticipate that all of these materials will be printed, copied, and ready for distribution by June 1, 2002. Thanks for your patience and your continued support of the quit line.

For further information contact Tamatha Thomas-Haase at (360) 236-3722 or email [tamatha.thomas-haase@doh.wa.gov](mailto:tamatha.thomas-haase@doh.wa.gov)

### **Fred Hutchinson Research Center will study smoking among college students**

Smoking among college students has increased dramatically in the past decade. Eleven percent of college smokers now begin smoking during college, and 29 percent increase the amount of tobacco they use during college. Little is known about smoking during the college years and few interventions have been conducted to help college students quit.

Dr. Beti Thompson of the Fred Hutchinson Research Center was funded by the National Cancer Institute to conduct a group-randomized trial to study the effects of comprehensive tobacco control programs on campus. Selected four-year residential colleges in Oregon and Washington states will implement comprehensive tobacco control programs that include strengthening tobacco control policies, changing environmental factors (including sales or advertising of tobacco on campus), providing increased cessation resources for students who already smoke, and increasing communication of tobacco-free values. Dr. Thompson then will determine resulting changes in tobacco-free policy implementation, the number of students who begin to smoke, and the number of students who quit, and compare them to similar measures taken at colleges that have not implemented tobacco control programs.

The research team is recruiting 4-year colleges to participate in the study. They will collect baseline data this fall. The study will be conducted over several years to observe changes in the behavior of students as they progress from the beginning to end of their college careers.

The Department of Health will provide support and act as consultants for the study.

For further information contact Julia Dilley at (360) 236-3632 or email [julia.dilley@doh.wa.gov](mailto:julia.dilley@doh.wa.gov)

### **truth<sup>sm</sup> trucks available this summer for youth events**

If you are looking for a way to enhance your youth events or reach youth with anti-smoking messages at large public events in your community, you may want to schedule a visit from the American Legacy Foundation's **truth<sup>sm</sup>** truck.

The large orange truck is equipped with DJ terminals, video monitors and video games, and at each appearance **truth<sup>sm</sup>** marketers engage teens in conversation, host activities such as dance, trivia, spoken word, MC and DJ contests, stage art and sports demonstrations, and distribute **truth<sup>sm</sup>** gear.

The truck is based in Seattle, and is available for events within a six-hour drive Thursday-Sunday from June 13 to September 30. The goal of **truth<sup>sm</sup>** truck appearances is to reach large numbers, preferably 250 or more, of youth who are most in danger of using tobacco. **truth<sup>sm</sup>** truck appearances are intended to add value to an existing event. They are not intended to be the event. Requests received before April 26 will be given priority, but you can schedule appearances after that if you make your request four weeks ahead of the scheduled events.

Although your organization may have received information about the truck directly from the American Legacy Foundation, please contact the Department of Health's Tobacco Prevention and Control Program if you plan to schedule an appearance. This will help ensure the coordination of activities statewide.

For further information, contact Carla Huyck at (360) 236-3678 or email [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov)

### American Lung Association of Washington announces mini-grant winners

The American Lung Association of Washington has announced the recipients of mini-grants to be used for youth led anti-tobacco projects in schools and communities. Grants are for up to \$500. Grant recipients were chosen by newly formed regional T.A.T.U. Youth Advisory Councils representing the Southwest/Peninsula, Western Washington, Central Washington and Eastern Washington areas.



T.A.T.U. (Teens Against Tobacco Use) is the American Lung Association's youth tobacco use prevention program. The program is based on the peer education model. Adults are trained in the T.A.T.U. program to teach teens about the risks of tobacco use, refusal skills, deceptive practices of the tobacco industry, youth advocacy and presentation skills. Teens, in turn, serve as positive role models and present this information to younger peers through creative, informative and interactive classroom presentations. T.A.T.U. Jeopardy, theatrical plays and T.A.T.U. rap songs are just a few of the innovative approaches teens use to educate young people about tobacco use and discourage them from starting to smoke.

Thanks to funding from the Department of Health and the American Legacy Foundation, the American Lung Association of Washington has been able to revise and distribute T.A.T.U. materials, train adults statewide, and award the mini-grants.

The recipients of the mini-grants include:

- TATU of Waterville- Waterville
- St. Joseph's School-Yakima
- Chelan-Douglas TOGETHER! - Wenatchee, Chelan, Leavenworth, Bridgeport
- Moses Lake High School TATU- Moses Lake
- Okanogan Culture Club-Okanogan
- Kittitas County Health Department-Ellensburg, Cle Elum, Kittitas, Thorp, Easton
- Shaw Middle School- Spokane
- SADD Safety- Newport
- Colville Tribal Health Programs- Colville
- Columbia County Health District / Dayton High School- Dayton
- Spokane Regional Health District- Spokane

- Walla Walla County Health Department- Walla Walla
- Helping Our Teens Together (H.O.T.T.), Mark Morris High School- Longview
- Hudson's Bay High School- Vancouver
- Cascade Middle School- Vancouver
- Students Working All Together (S.W.A.T.)- Battle Ground
- Helping Our Teens Together (H.O.T.T.), RA Long High School- Longview
- Student Leaders Advocating Anti-tobacco Messages (SLAAM)- Longview
- Students Protesting Lies About Tobacco (SPLAT)- Lacey
- Port Susan Middle School/Lincoln High School- Stanwood
- West Seattle High School- Seattle
- South Kitsap High School- Port Orchard
- Poulsbo Junior High School- Poulsbo
- Bremerton Junior High School- Bremerton
- Eisenhower Middle School- Everett
- Skagit HEAT- Mount Vernon
- Gray Middle School- Tacoma

For more information about T.A.T.U in your area, please contact your local T.A.T.U coordinator:

Western Washington: (206) 441-5100

Eastern Washington: (509) 325-6516

Southwest Washington: (360) 807-0093

Central Washington: (509) 248-4384

For more information about the lung health including tobacco control, air quality and asthma, please contact your local Lung Association at [www.alaw.org](http://www.alaw.org) or 1-800- LUNG USA.

When You Can't Breathe, Nothing Else Matters®

### Youth help plan Yakima summit

A team of youth has been hard at work preparing the youth tobacco track at this year's Prevention Summit to be held in Yakima, October 24-26. From a list of topics created by regional youth planning teams, the statewide team selected and prioritized the tobacco workshops to be offered as well as laid the groundwork for the overall youth tone and activities for the summit. Planning team members included seven youth (Ty Colwell from Sedro Woolley, Sara Rinehart from Kirkland, Shawn Schmitt and Chris Sullivan from Tacoma, Tori Birdwell from Yakima, and BreAnna Dupuis and Tami Mastrogiannis from Vancouver) and three adults (Carla Huyck, Tamatha Thomas-Haase, and Tom Wiedemann from the Department of Health). Three of the youth (Chris Sullivan, Shawn Schmitt, and Sara Rinehart) also participate on the Executive Planning group, which includes representation from the Division of Alcohol and Substance Abuse, Office of the Superintendent of Public Instruction, Office of Community Development and other agencies. This is the first year the Department of Health has included youth in this level of planning...and it's going great!



Shawn, Ty, Tamatha, Chris, Tori, BreAnna, Sara, Tami

Remember...the Prevention Summit is an activity available in your work plan.

For further information contact Tom Wiedemann at (360) 236-3642 or email [tom.wiedemann@doh.wa.gov](mailto:tom.wiedemann@doh.wa.gov)

### **In the news**

#### **Oregon jury finds against Phillip Morris**

Jury awards \$150 million to heirs of lung cancer victim, based on cigarette maker's claims that low tar cigarettes are less hazardous.

<http://www.latimes.com/business/la-000020939mar23.story>

#### **Puyallup will ban smoking in 13 parks**

Puyallup now has one of the toughest outdoor smoking ordinances in the nation.

[http://seattlepi.nwsource.com/local/63843\\_smoke26.shtml](http://seattlepi.nwsource.com/local/63843_smoke26.shtml)

#### **Food and Drug Administration says nicotine lollipops illegal**

The agency says the lollipops have not been tested for safety

<http://www.startribune.com/stories/670/2223020.html>

### **Questions, comments submissions**

If you are planning a training or event in your area that you would like to make known to the state tobacco prevention community, we would like to print your announcement in this newsletter. Comments on the newsletter are always welcome. Send your announcement or comments to [larry.champine@doh.wa.gov](mailto:larry.champine@doh.wa.gov) or call (360) 236.3614.